

- (c) a second adhesive field comprising pressure sensitive adhesive and an inner adhesive field spaced from the outer perimeter edge and completely surrounded by the first adhesive field;
- (ii) the second adhesive field covering at least 90% of an area of a portion of the first side of the flexible substrate defined by the second adhesive field; the area of a portion of the first side of the flexible substrate defined by the second adhesive field being at least 10 sq. mm.

11. An adhesive construction according to claim 10 wherein:

- (a) the outer perimeter edge has no segment of extension of greater than 5 mm., at which there is not adhesive on the substrate first side and immediately adjacent the outer perimeter edge.

13. (Once Amended) A roll of adhesive constructions; the roll comprising:

- (a) an extension of release liner;
- (b) at least 10 spaced adhesive constructions secured to the extension of release liner; each adhesive construction comprising:
 - (i) a flexible substrate having a first side and defining an outer perimeter edge;
 - (ii) a first adhesive field comprising pressure sensitive adhesive and an outer perimeter adhesive field positioned on the first side of the flexible substrate and adjacent the outer perimeter edge;
- (A) the first adhesive field being a discontinuous pattern of adhesive with adhesive covering no more than 80% of an area of a portion of the first side of the flexible substrate defined by the first adhesive field; the area of a portion of the first side of the flexible substrate defined by the first adhesive field being at least 10 sq. mm.; and,

- (iii) a second adhesive field comprising pressure sensitive adhesive and an inner adhesive field spaced from the outer perimeter edge and completely surrounded by the first adhesive field;
 - (A) the second adhesive field covering at least 90% of an area of a portion of the first side of the flexible substrate defined by the second adhesive field; the area of a portion of the first side of the flexible substrate defined by the second adhesive field being at least 10 sq. mm.

Please add new claims 21-32.

- 21. (New) An adhesive construction according to claim 1 wherein:
 - (a) the outer perimeter adhesive field having a width, in direction inwardly from the perimeter edge, of at least 0.8 mm.; and,
 - (b) the inner adhesive field comprising adhesive covering at least 95% of an area of the portion of the first side of the flexible substrate defined by the inner adhesive field.
- 22. (New) A roll of adhesive constructions according to claim 13 wherein:
 - (a) each outer perimeter adhesive field having a width, in direction inwardly from an associated perimeter edge, of at least 0.8 mm.; and,
 - (b) each inner adhesive field comprising adhesive covering at least 95% of an area of the portion of the first side of an associated flexible substrate defined by the inner adhesive field.
- 23. (New) An adhesive construction comprising:
 - (a) a flexible substrate defining a having a first side;
 - (b) a first adhesive field comprising pressure sensitive adhesive;
 - (i) the first adhesive field being a discontinuous pattern of adhesive with adhesive covering no more than 80% of an area of a portion of the first side of the flexible substrate defined by the first adhesive field; the area of a portion of the first side of the flexible substrate defined by the first adhesive field being at least 10 sq. mm. and,
 - (c) a second adhesive field comprising pressure sensitive adhesive;

(ii) the second adhesive field covering at least 90% of an area of a portion of the first side of the flexible substrate defined by the second adhesive field; the area of a portion of the first side of the flexible substrate defined by the second adhesive field being at least 10 sq. mm.;

(d) wherein the first adhesive field and second adhesive field are applied in a single screen-printing process.

24. (New) An adhesive construction according to claim 23 wherein

(a) a screen used in the screen-printing process comprises a first and second portion, wherein the first portion of the screen is used to apply the first adhesive field and the second portion of the screen is used to apply the second adhesive field, wherein the number of openings per unit area in the first portion of the screen less than about half as many as in the second portion of the screen.

25. (New) An adhesive construction according to claim 24 wherein:

- (a) the flexible substrate defines an outer perimeter edge;
- (b) the first adhesive field comprising an outer perimeter adhesive field positioned on the first side of the flexible substrate and adjacent the outer perimeter edge; and
- (c) the second adhesive field comprising an inner adhesive field spaced from the outer perimeter edge and completely surrounded by the first adhesive field.

26. (New) An adhesive construction according to claim 25 wherein:

- (a) the outer perimeter adhesive field having a width, in direction inwardly from the perimeter edge, of at least 0.8 mm.; and,
- (b) the inner adhesive field comprising adhesive covering at least 95% of an area of the portion of the first side of the flexible substrate defined by the inner adhesive field.

27. (New) An adhesive construction according to claim 25 wherein:

- (a) the inner adhesive field comprises a continuous adhesive field over the area of the portion of the first side of the flexible substrate defined by the inner adhesive field.

28. (New) An adhesive construction according to claim 25 including:

- (a) an adhesive-free region on the first side of the flexible substrate;
- (i) the adhesive-free region being completely surrounded by the inner adhesive field.

29. (New) An adhesive construction according to claim 28 wherein:

- (a) the adhesive-free region comprises at least 40% of a perimeter area defined by the flexible substrate outer perimeter edge.

30. (New) An adhesive construction according to claim 29 wherein:

- (a) the outer perimeter edge defines a rectangular pattern.

31. (New) An adhesive construction according to claim 29 wherein:

- (a) the adhesive-free region of the flexible substrate is transparent.

32. (New) An adhesive construction according to claim 23 including:

- (a) a release liner to which the flexible substrate is secured by the first adhesive field and the second adhesive field.